

The Burden of Tobacco in Rock County

Population 156,512

The Burden of Tobacco is a collaborative report of the University of Wisconsin Tobacco Surveillance and Evaluation Program, the American Cancer Society, and the Wisconsin Division of Public Health's Tobacco Prevention and Control Program.

Smokers in Wisconsin and Rock County

	Wisconsin		Rock County	
	# of Smokers	Percent Smokers	# of Smokers	Percent Smokers
Total Number of Smokers	1,005,000		32,150	
Adult (18+) ^{1,2}	920,000	22%	29,710	25%
High School Youth ^{3,4}	66,000	21%	1,870	21%
Middle School Youth ^{3,4}	19,000	8%	570	8%
Smoking During Pregnancy ⁵	10,000	14%	392	20%

Deaths Directly Related to Smoking

Cause of Death ^{6,7}	Wisconsin		Rock County		
	Average Annual Deaths	Due to Smoking	Average Annual Deaths	Due to Smoking	% Due to Smoking [†]
Lung Cancer	2,760	2,208	90	72	79%
Other Smoking-Related Cancers	2,066	719	56	17	31%
Cardiovascular Disease	16,412	2,342	439	62	14%
Respiratory Disease	3,416	1,946	124	68	55%
Other Causes (not associated with smoking)	21,619	0	607	0	0%
All Causes	46,273*	7,215*	1,316*	219*	17%

Years of Potential Life Lost

Cause of death ⁶	Wisconsin	Rock County
Smoking-Related Cancers	43,000 years	1,360 years
Cardiovascular Disease	32,000 years	910 years
Respiratory Disease	21,000 years	780 years
All Causes	96,000 years	3,050 years*

[†] May not appear to be exact due to using decimals in the calculations.

* Totals may not add up due to rounding.

Note: Adult prevalence estimates from BRFSS, 2000-04; Youth estimates based on state level YTS, 2004; Maternal smoking estimates from WISH, 2004.

Note: Wisconsin and County Deaths Directly Related to Smoking and Years of Potential Life Lost are based on 2000-2004 mortality data.

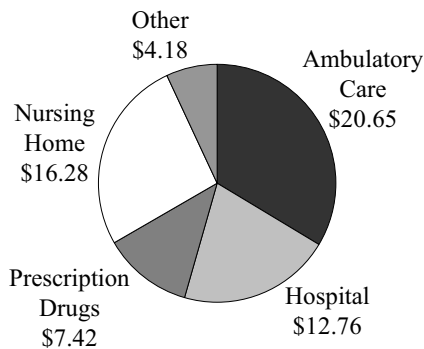
Note: See technical notes for a detailed description of the data sources and methodologies used to construct this report.

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Economic Impact of Cigarette Smoking in Wisconsin and Rock County

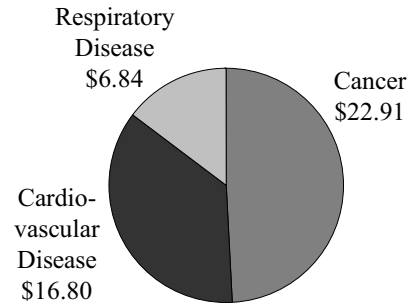
	Wisconsin	Rock County
Health Care Costs ^{6,11}	\$2,160,000,000	\$61,280,000
Lost Productivity ⁶	\$1,640,000,000	\$46,550,000
Total Costs	\$3,800,000,000	\$107,830,000

Smoking Attributable Health Care Costs in Rock County, 2003^{6,11}
(In millions of dollars)



Total: \$61.3 Million *

Cost of Productivity Lost Due to Smoking in Rock County, 2001⁶
(In millions of dollars)



Total: \$46.6 Million *

- In Wisconsin, an estimated 7,215 people die annually from illnesses directly related to smoking and approximately 853 die from illnesses and fires indirectly related to smoking, for a total of 8,068 annual deaths.⁶⁻¹⁰
- Secondhand smoke is estimated to cause about 61 lung cancer deaths, 771 deaths from ischemic heart disease, and 9 infant deaths from Sudden Infant Death Syndrome in Wisconsin annually. Household fires in Wisconsin caused by cigarettes kill an estimated 12 people annually.⁸⁻¹⁰
- In Rock County, approximately 219 die annually of illnesses directly related to smoking.^{6,7}
- Each year, approximately 17% of all deaths in Rock County are directly attributable to smoking. Cigarette smoking causes 79% of all lung cancer deaths and 14% of all deaths from cardiovascular disease in Rock County.^{6,7}
- In Wisconsin, approximately 96,000 years were lost from the potential lifespan of those who died of smoking-related illnesses in 2004. In Rock County, about 3,050 years are lost annually from the effects of smoking.⁶
- In 2003, an estimated \$2.2 billion in health care costs were paid in Wisconsin as a result of diseases caused by smoking, with \$61.3 million paid in Rock County.^{6,11}
- Wisconsin lost \$1.6 billion, including \$46.6 million in Rock County, in productivity costs because of illness and premature death directly associated with smoking in 2001.⁶
- In 2003, estimated health care costs of cigarette smoking were approximately \$390 for every man, woman and child in Rock County.^{6,11}
- In 2004, there were over 384 million packs of cigarettes sold in Wisconsin. Residents of Rock County spent approximately \$46.0 million on 12,070,000 packs of cigarettes in 2004.¹²